

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	Jan 2008	Jan 2009	% Change	Jan 2008	Jan 2009	% Change	Jan 2008	Jan 2009	% Change	Jan 2008	Jan 2009	% Change	Jan 2008	Jan 2009	% Change
Apache County	41.2%	41.5%	0.5%	\$69.27	\$71.49	3.2%	\$28.56	\$29.63	3.7%	12,681	12,747	0.5%	30,752	30,752	0.0%
Cochise County	68.6%	53.2%	-22.4%	\$66.44	\$67.88	2.2%	\$45.55	\$36.10	-20.7%	59,278	50,355	-15.1%	86,459	94,674	9.5%
Coconino County	35.4%	37.3%	5.4%	\$65.72	\$65.05	-1.0%	\$23.24	\$24.24	4.3%	111,818	120,143	7.4%	316,293	322,400	1.9%
Gila County	55.6%	46.7%	-15.9%	\$65.53	\$64.75	-1.2%	\$36.41	\$30.24	-16.9%	19,514	16,404	-15.9%	35,123	35,123	0.0%
Graham County	74.8%	41.6%	-44.3%	\$70.65	\$72.39	2.5%	\$52.83	\$30.13	-43.0%	8,739	8,052	-7.9%	11,687	19,344	65.5%
Greenlee County	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
La Paz County	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
Maricopa County	65.2%	55.7%	-14.6%	\$154.15	\$135.07	-12.4%	\$100.56	\$75.24	-25.2%	1,057,809	957,128	-9.5%	1,621,579	1,718,206	6.0%
Mohave County	53.6%	47.7%	-10.9%	\$65.39	\$57.96	-11.4%	\$35.03	\$27.67	-21.0%	70,778	62,780	-11.3%	132,122	131,502	-0.5%
Navajo County	48.4%	45.1%	-6.8%	\$57.14	\$59.97	4.9%	\$27.66	\$27.05	-2.2%	49,600	47,689	-3.9%	102,455	105,741	3.2%
Pima County	62.8%	55.5%	-11.7%	\$112.23	\$102.24	-8.9%	\$70.49	\$56.71	-19.5%	300,194	266,388	-11.3%	477,989	480,252	0.5%
Pinal County	69.1%	55.1%	-20.3%	\$85.82	\$77.66	-9.5%	\$59.27	\$42.76	-27.9%	31,196	26,405	-15.4%	45,167	47,957	6.2%
Santa Cruz County	63.2%	43.4%	-31.4%	\$70.92	\$70.43	-0.7%	\$44.80	\$30.54	-31.8%	18,780	14,005	-25.4%	29,729	32,302	8.7%
Yavapai County	46.3%	37.6%	-18.7%	\$100.91	\$98.54	-2.3%	\$46.68	\$37.07	-20.6%	67,121	57,124	-14.9%	145,111	151,869	4.7%
Yuma County	67.2%	60.7%	-9.6%	\$83.72	\$74.90	-10.5%	\$56.22	\$45.47	-19.1%	66,581	65,998	-0.9%	99,138	108,717	9.7%

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n/a= not available

* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.